

Message Text

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ACTION IO-13

INFO OCT-01 CIAE-00 CU-02 INR-07 NSAE-00 USIE-00 AF-08

ARA-06 EA-07 EUR-12 NEA-10 ISO-00 PA-01 PRS-01 SS-15

L-03 H-02 NSC-05 IOE-00 INRE-00 SSO-00 NSCE-00 /093 W

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O 051245Z OCT 76

FM AMEMBASSY PARIS

TO SECSTATE WASHDC IMMEDIATE 5745

C O N F I D E N T I A L SECTION 01 OF 03 PARIS 29200

NESCO

E.O. 11652: GDS

TAGS: UNESCO, PORG, OCON

SUBJECT: UNESCO 19TH GEN. CONF. - SECRETARIAT INITIA-
TIVE ON MASS MEDIA PROGRAM

1. FOLLOWING IS "DRAFT RECOMMENDATION" WHICH WAS
FLOATED BY SECRETARIAT (NASSELUND, DENMARK) LAST WEEK
AND HAS SUBSEQUENTLY CIRCULATED WIDELY AMONG MEMBERS OF
INFORMATION GROUP:

QUOTE: DRAFT RECOMMENDATION, CULTURE AND COMMUNICATION.
TAKING NOTE OF A SERIES OF INTERNATIONAL EVENTS WHICH
HAVE BROUGHT PROMINENCE TO THE ISSUES OF INFORMATION AND
COMMUNICATION SINCE THE CONSULTATION OF MEMBER STATES IN
SPRING 1975 AND MADE THE 0-GROWTH RATE ALLOTTED TO
OBJECTIVES 9.L, 9.3 AND 9.4 ON THE BASIS OF THESE CON-
SULTATIONS UNREALISTIC,

CONSIDERING: THE ENDORSEMENT GIVEN BY THE UN XVII
GENERAL ASSEMBLY OF A TECHNICAL ASSISTANCE PROGRAMME FOR
DEVELOPMENT OF MASS MEDIA (RESOLUTION 1778) THROUGH
UNESCO,

- THE EQUALLY GENERALLY ACCEPTED NEED EXPRESSED AT THE
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SAME TIME FOR THE HIGHEST ETHICS TO GOVERN THE USE MADE

OF THE MASS MEDIA IN INTERNATIONAL EXCHANGES AS WELL AS
IN THEIR CONTRIBUTIONS TO NATIONAL CULTURAL, SOCIAL
AND ECONOMIC DEVELOPMENTS,

- THE CORRESPONDING NEEDS FOR THE INSTITUTIONS AND
PROFESSIONS OF THE MEDIA TO BE ASSURED WITHIN THEIR
RESPECTIVE SOCIETIES, AS WELL AS AT THE INTERNATIONAL
LEVEL, CONDITIONS ALLOWING FOR THE GREATEST POSSIBLE
FREE FLOW OF INFORMATION, RECENTLY EMPHASIZED IN THE
FINAL ACT OF THE EUROPEAN CONFERENCE ON SECURITY AND
COOPERATION,

- THE NEED FOR INDIVIDUAL STATES AS WELL AS FOR THE
INTERNATIONAL COMMUNITY TO CONSIDER SERIOUSLY HOW TO
RECONCILE THE SERVICE OFFERED BY MODERN TECHNOLOGIES
TO MUTUAL UNDERSTANDING AND PEACE WITH THAT OF INDIVI-
DUAL AND COLLECTIVE PARTICIPATION IN, AND ACCESS TO,
INFORMATION AND COMMUNICATION IN THE LIGHT OF THE
ABILITIES OF THESE TECHNOLOGIES TO PROVIDE FOR ALMOST
UNLIMITED PROCESSES OF COMMUNICATION AT THE INTER-
PERSONNEL AS WELL AS AT WORLD LEVEL,

- THE LEAD TAKEN BY DEVELOPING COUNTRIES IN FORMULATING
DURING THE 18TH GENERAL CONFERENCE OF UNESCO THE NEED
FOR A FREE AND BALANCED FLOW OF INFORMATION IN ORDER TO
ACHIEVE JUSTICE AND EQUALITY ALSO IN THIS FIELD OF
HUMAN PROGRESS,

- THE POTENTIAL OF MODERN MASS MEDIA IN CREATING AND
STRENGTHENING OR DISTORTING NATIONAL CULTURES,

ALERTED ANEW BY THE FIFTH CONFERENCE OF HEADS OF STATE
OR GOVERNMENTS OF NON-ALIGNED COUNTRIES AT COLOMBO
IN AUGUST 1976 OF THE NECESSITY FOR DEVELOPING COUNTRIES
OF IMPROVING DRASTICALLY THEIR OWN MEDIA TECHNOLOGIES,
FORMS AND INSTITUTIONS, AS WELL AS SUBSTITUTING THE
INFORMATION STRUCTURES OF THE COLONIAL PAST BY NEW
INFRASTRUCTURES AND INSTITUTIONS,

RESPONSIVE TO THE REQUEST SUBMITTED BY THE REPRESENTA-
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TIVES OF INDONESIA, MALAYSIA, THE PHILIPPINES, SINGAPORE
AND THAILAND TO THE 31ST SESSION OF THE GENERAL ASSEMBLY
OF THE UNITED NATIONS, FOR THE INCLUSION OF A SUPPLE-
MENTARY ITEM IN THE AGENDA DEALING WITH COOPERATION AND
ASSISTANCE IN THE APPLICATION AND IMPROVEMENT OF MASS
COMMUNICATIONS FOR SOCIAL PROGRESS AND DEVELOPMENT,

TAKING NOTE WITH SATISFACTION OF THE INNOVATIONS AND

RECOMMENDATIONS BY THE MEMBER STATES OF THE LATIN
AMERICAN AND CARRIBEAN AT THE INTERGOVERNMENTAL CONFER-

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ARA-06 EA-07 EUR-12 NEA-10 ISO-00 PA-01 PRS-01 SS-15

L-03 H-02 NSC-05 IOE-00 INRE-00 SSO-00 NSCE-00 /093 W

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O 051245Z OCT 76

FM AMEMBASSY PARIS

TO SECSTATE WASHDC IMMEDIATE 5746

C O N F I D E N T I A L SECTION 02 OF 03 PARIS 29200

NESCO

ENCE ON COMMUNICATIONS POLICIES IN COSTA RICA IN JULY
1976 FOR THE FORMULATION OF NATIONAL AND REGIONAL
POLICIES,

RECOMMENDS THAT THE DIRECTOR GENERAL BE AUTHORIZED TO
(A) ANALYSE THE OUTCOME CONCERNING INFORMATION AND
COMMUNICATION FROM THE FIFTH CONFERENCE OF HEADS OF
STATE OR GOVERNMENTS OF NON-ALIGNED COUNTRIES AT COLOMBO;
OF THE UN DEBATE ON THE REQUEST OF THE ASEAN COUNTRIES
TO THE UN 31ST ASSEMBLY ON THE IMPROVEMENT OF MASS
COMMUNICATION FOR SOCIAL PROGRESS AND DEVELOPMENT AND
THE RECOMMENDATIONS FROM THE INTERGOVERNMENTAL CON-
FERENCE ON COMMUNICATION POLICIES IN LATIN AMERICA AND
THE CARRIBEAN WITH THE PURPOSE OF (I) SETTING NEW
MEDIUM TERM TARGETS FOR ASSISTANCE TO MEMBER STATES IN
THE DEVELOPMENT OF INFORMATION AND COMMUNICATION INFRA-
STRUCTURE PROCESSES AND SYTEMS, NATIONALLY AND INTER-
NATIONALLY, (II) TO IMPLEMENT AS SOON AS POSSIBLE THE
PRIORITY ACTIONS DERIVED FROM THESE MEDIUM TERM TARGETS
TO THE

EXTENT THAT THEY CORRESPOND IN THEIR BROAD ORIENTATION
TO THE GENERAL LINE OF THE PROPOSED PROGRAMME IN 19 C/5,
(B) REVISE IN THE LIGHT OF THIS ANALYSIS AND ACCORDING
TO THE GUIDELINES DERIVED THEREFROM THE PROPOSED STUDIES
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RESEARCH AND DEVELOPMENT OF PROGRAMMES FOR A MORE
RELEVANT, JUST AND EFFECTIVE SHARING OF INFORMATION AT
THE INTERNATIONAL LEVEL AND OF A MEANS TO OVERCOME THE
GAP BETWEEN INFORMATION POVERTY AND INFORMATION AFFLUEN-
CES WITHIN SOCIETIES AND AMONG NATIONS,

(C) TO PROVIDE FOR THE ABOVE PURPOSES AN EXTRA SUM OF US
\$500,000 FOR RELEVANT ACTIVITIES UNDER OBJECTIVES 9.1,
9.3 AND 9.4, TAKING INTO CONSIDERATION
ALSO THE RELEVANT POINTS OF DRS 8, 9 AND 10 (YUGOSLAVIA)
19 (TUNISIA) AND 28 (INDIA) AND GENERAL CONFERENCE
DOCUMENT 19 C/106 (REPORT ON THE INTERGOVERNMENTAL CON-
FERENCE IN COSTA RICA).

(D) TO PREPARE BY RENEWED STUDIES AND CONSULTATIONS WITH
MEMBER STATES AND GOVERNMENTAL AND NON-GOVERNMENTAL
INSTITUTIONS PROPOSALS FOR NORMATIVE ACTIONS TO BE
TAKEN AIMED AT (I) INSPIRING MEDIA PROFESSIONS AND
INSTITUTIONS TO BE GUIDED BY THE GOALS OF UNESCO IN
IMPROVING MUTUAL UNDERSTANDING AND FIGHTING AGAINST
INJUSTICE AND DISCRIMINATION (II) PROMOTING THE
ACCEPTANCE BY MEDIA-PROFESSIONS OF ETHICS CORRESPONDING
TO THE ROLE AND POWER OF COMMUNICATION MEDIA IN MODERN
SOCIETIES AND ALLOWING FOR THE FREEST POSSIBLE FLOW OF
INFORMATION, (III) PROMOTING THE ACCEPTANCE BY TRANS-
NATIONAL MEDIA INSTITUTIONS OF THE PLURALITY OF
NEWS-VALUES AND THE CATERING FOR MINORITY INTERESTS AND
OF SUCH PREFERENTIAL SUBSIDY AND OTHER STRATEGIES ON THE
PART OF THE INTERNATIONAL COMMUNITY AS WILL PROMOTE THE
TWO-WAY FLOW OF INFORMATION TO THE BENEFIT OF THE UNDER-
PRIVILEGED (IV) EXPLORING THE RIGHT OF STATES AND THE
RIGHT OF INDIVIDUALS TO INFORMATION AND COMMUNICATION
AND THE IMPACT BY TECHNOLOGIES ON THE FULFILLMENT OF
SUCH RIGHTS.

(E) TO SET ASIDE AN EXTRA SUM OF US \$200,000 FOR THESE
PURPOSES TAKING INTO CONSIDERATION ALSO THE RELEVANT
PARTS OF THE DRAFT RESOLUTIONS REFERRED TO ABOVE, AND OF
GENERAL CONFERENCE DOCUMENTS 19 C/91 (DRAFT DECLARATION)
19 C/93 (STUDIES OF THE RIGHT TO COMMUNICATE), AND

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ACTION IO-13

INFO OCT-01 CIAE-00 CU-02 INR-07 NSAE-00 USIE-00 AF-08

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C O N F I D E N T I A L SECTION 03 OF 03 PARIS 29200

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19 C/106 (REPORT OF INTERGOVERNMENTAL CONFERENCE ON
COMMUNICATION POLICIES IN LATIN AMERICA AND THE
CARRIBEAN REGION).

(F) TO REPORT TO THE 20TH GENERAL CONFERENCE ON THE
REVISIONS PROPOSED IN THE MEDIUM-TERM OBJECTIVES AND THE
ACTIVITIES ALREADY UNDERTAKEN IN THE BIENNIUM 1977/78
TO ACHIEVE THE REVISED OBJECTIVES BASED UPON THE
ANALYSIS OF THE INTERNATIONAL INITIATIVES ENUMERATED IN
THE PREAMBLE. UNQUOTE.

2. COMMENT: US DEL BELIEVES SECRETARIAT TEXT IS NOT
ONLY ACCEPTABLE (WITH FEW CHANGES INDICATED BELOW) BUT
COULD GREATLY FACILITATE WESTERN TASK OF DERAILING
DECEMBER DRAFT DECLARATION AT 19TH GC. IN MEETING WITH
US DEL, NAESSELUND TOOK US POINT THAT IT WOULD BE MUCH
BETTER FOR \$700,000 IN SEED MONEY MENTIONED IN DR TO BE
FOUND WITHIN PRESENT BUDGET. HOWEVER, US DEL STRONGLY
BELIEVES THIS WOULD BE SMALL PRICE TO PAY, IF NECESSARY
TO ACHIEVE DESIRED GOAL RE THIS IMPORTANT ISSUE. OTHER

CHANGES INFORMALLY SUGGESTED BY US DEL AND FAVORABLY
NOTED BY NAESSELUND ARE AS FOLLOW:

(A) AT BEGINNING OF TEXT CLEAR LINKAGE SHOULD BE MADE
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WITH UNESCO CONSTITUTION IN TERMS OF FREE FLOW
PRINCIPLES.

(B) IN PARA BEGINNING "ALERTED" DELETE WORD
"COLONIAL" AND ADD FOLLOWING TO END OF SENTENCE: "MORE
SUITED TO THEIR PRESENT AND FUTURE NEEDS."

(C) IN PARA BEGINNING "TAKING NOTE" (SECOND PARA
AFTER PARA REFERENCED (B) ABOVE) DELETE "WITH SATIS-
FACTION" AND "INNOVATIONS AND".

(D) IN PARA (D) ("TO PREPARE BY . . ."); IN (I)
SUBSTITUTE "CONSTITUTION" FOR
"GOALS" (OF UNESCO); CHANGE "FIGHTING AGAINST" TO
"OPPOSITION TO"; IN (II) SUBSTITUTE "DEVELOPMENT" FOR
"ACCEPTANCE"; CHANGE "TO THE ROLE AND POWER" TO "TO
THE NEW ROLES AND POWER"; IN (III), AFTER "NEWS-
VALUES" ADD "AND CULTURES".

(E) IN PARA (E) SUBSTITUTE THE FOLLOWING FOR EVERYTHING
AFTER THE FIGURE \$200,000: "FOR THE PURPOSES MENTIONED
ABOVE".

FYI. THIS CHANGE HAS BEEN AGREED TO BY NAESSELUND
AFTER US DEL STRESSED TOTAL UNACCEPTABILITY OF ANY
REFERENCE TO DECEMBER DRAFT (DOC. 19C/91). END FYI
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TAGS: PORG, OCON, SOPN, UNESCO
To: STATE
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